

Malvern Autumn Show

THE PEOPLE'S THREE COUNTIES PERRY CHAMPION 2014

- The purpose of this competition is to reward the individual, business or organisation viewed as making the greatest contribution to the protection, promotion and development of perry as a highly valued drink for the modern day consumer, ensuring that its unique legacy is maintained in the three counties of Gloucestershire, Herefordshire and Worcestershire and surrounding areas.
- This competition is open to perry producers, perry pear growers and any other individual, business or organisation that is actively involved in work associated with the protection, promotion and development of perry within or for the Three Counties of Gloucestershire, Herefordshire and Worcestershire and surrounding areas.
- A single **fee of £5.00** for each entrant is to be paid. Cheques should be made payable to the Hartpury Heritage Trust, which should be sent in with the completed entry form to the address provided (*overleaf*).
- Competition entrants should either have their own stand at the Malvern Autumn show or make alternative arrangements to sell and promote their products (e.g. in the Festival of Perry Shop at the show) and/or communicate information about their business or work to the show visitor: **See *Note below**
- The competition will be judged by members of the public, who are 18 years old and over and who visit the show on the Saturday or Sunday.
- Each visitor is only allowed one vote.
- For the purposes of this competition, perry is defined as being produced from accepted varieties of true perry pears and in line with the definition for Gloucestershire, Herefordshire and Worcestershire Perry under the EU scheme for Protected Geographical Indication (PGI).
- All members of the public who visit the *Orchard Pavilion & Hopyard* at the Malvern Autumn Show will be invited to participate in the judging, which will involve:
 - Being provided with a list of all competition entrants, which includes brief details about their work and/or business associated with perry. A separate voting slip will also be issued.
 - Visiting the stands or exhibits of the competition entrants to assess the contribution made to the protection, promotion and development of perry within or for the Three Counties.
 - As appropriate to the work or business of each competition entrant, the assessment may include tasting any perries or perry-based products available for purchase by the consumer, participating in any perry-related activities provided by the entrant at the show, meeting with and discussing the work of the entrant and reviewing the information and display provided.
- The evaluation will therefore include the overall impression the visitor has of the entrant concerned, the quality and interest of the products, stand or display and the overall engagement provided to the visitor.
- By completing and returning a voting slip, the visitor will nominate their first, second and third choice for the People's Three Counties Perry Champion. On the Sunday of the show, the votes must be handed in by 3pm at the latest.
- Administration of the judging, including the handing out of and collecting in voting slips and counting the votes, will be undertaken by staff of the Three Counties Society (TCS).
- Other than promoting the Championship itself, every entrant or interested party associated with this Championship (whether entrants or not) is expected to act in good faith with respect to influencing the judging and votes being cast so as to avoid anything that could be perceived as being dishonest or unfair.
- After all votes have been counted, show certificates will be presented for the 1st, 2nd and 3rd prize at 4pm on the Sunday afternoon of the show. In addition, the entrant who won 1st prize will be:
 - Given an engraved glass trophy which is theirs to keep in perpetuity;
 - Short-listed for the overall Three Counties Food & Drink Champion (*for the subsequent year*) that is to be awarded in November of each year at the Malvern Farming Conference.

***Note**

Perry Producers: If you are unable to attend the show but are interested in selling your perry at the show through the **Festival of Perry Shop** and highlighting the work you do to protect, promote and develop perry, please contact: **Bron Pihlwret: 07754 901845** Email: bronchapman@hotmail.com

Other individuals, businesses or organisations: If you are unable to attend the show but are interested in highlighting the work you do to protect, promote and develop perry, please contact:

Peter Mitchell: Tel: 01531 828330 Email: peter@mitchell-fd.co.uk

THE PEOPLE'S THREE COUNTIES PERRY CHAMPION 2014

Please complete and return the below:

NAME:

BUSINESS / ORGANISATION (if applicable):

ADDRESS:

Contact tel. N^o:

Email:

Please provide brief outline details about how you are working to protect, promote and develop perry as a highly valued drink for the modern day consumer.

FEE ENCLOSED: (£5.00). (*tick box*). Please make cheques payable to ***The Hartpury Heritage Trust***

Please carefully read all the above information, complete the required details on this page and return the entry form with a cheque to:

Peter Mitchell (Competition Secretary)
74 Culver Street
Newent
Glos
GL18 1DA

Tel: 01531 828330
peter@mitchell-fd.co.uk

Return Form & Payment by Friday 19th September 2014 at the latest.